

Problems in Employment Trend of Higher Vocational Graduates and Countermeasures

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Abstract

Based on analyzing the regional character of higher vocational graduates employment, this paper analyzes the reasons for this employment trend, advances relevant countermeasures for employment of higher vocational graduates, and explores the direction for higher vocational graduates employment.

Keywords: Higher vocational college, Graduates, Employment, Trend

In China, higher vocational education develops fast, respectively accounting for 52.3% of nation-wide college recruitment, and 42.3% of total students in colleges. At present, there are 908 independent higher vocational colleges, accounting for 58.5% of all colleges and universities in China, almost at least one higher vocational college in every city. The development of higher vocational education satisfies the strong demand from China's new industrialization, and also meets people's hope for training their children into talents with excellent technologies.

1. Basic Traits of Employment Trends of Higher Vocational Graduates

1.1 Beijing, Tianjin, Yangtze River Delta, and Pearl River Delta are the Top Choices for Employment ----- All the Time

In choosing the city for job, college students still focus on Shanghai, Beijing, eastern seaside area, Guangzhou, and Shenzhen. In 2010, Beijing, Guangzhou, Shanghai, and Shenzhen accept more than 300,000 college graduates, accounting for 10.9% of statistical total. Inner Mongolia, Gansu, and Qinghai take about 100,000 graduates or so (Jiangtao Li, 2005). Although numbers rise, compared with the same time last year, narrowing the gap of talent number with economic developed area, large and medium-sized cities with relatively developed economy are still the priority of college graduates.

1.2 Various Non-state-owned Organizations are the Main Bodies Taking Graduates ----- a Sudden Emergence

According to the employment of college graduates in the year 2010, the proportions of different units taking graduates are: 2.9% in administrative and party agencies, 17.2% in institutions, 21.6% in state-owned enterprises (include collective enterprises), and 58.3% in non-state-owned enterprises (private enterprises, Hong Kong, Macau, and Taiwan investment enterprises, and foreign investment enterprises).

The poor humanistic foundation, mathematics and physics knowledge, and technological structure make it hard for them joining in party and administrative agencies, and state-owned institutions. We can not ignore this situation and fact.

1.3 Cities Where There are Colleges and Surrounding Cities are Main Bodies Accepting Graduates ----- Regional Focus

In recent three years, 80% of graduates from Nanjing Institute of Industry Technology are employed in Jiangsu Province and more than 60% in Nanjing, Suzhou, Wuxi, and Changzhou.

This phenomenon is closely associated with many factors: the purpose of China higher vocational education is to depend on and serve one area; the special institutional environment; graduates' thoughts on employment, and family background. All these factors affect graduates' first employment and second employment, and determine their movement.

2. Analysis of Practical Employment of Higher Vocational Graduates

2.1 Higher Vocational Education is Based on Local Economy ----- Objectives of Running Schools Direct the Employment of Graduates

Under the market economy system, the development aim of regional economy changes. Previously, it focuses on the

integrated and systematic industrial development. Now, it centralizes resources for the development of advantage industry by adjusting industrial structure based on regional resource advantages.

Higher vocational education aims at the industry or the region. In recent years, the subject arrangement tends to strengthen the region and weaken the industry. Nanjing Institute of Industry Technology emphasized on "light industrial mechanics and light industrial automation". During recent years, it changes a lot. Based on maintaining traditional advantage subjects, it focuses more on the economic technological development in Jiangsu province and Nanjing, improving and integrating subjects, emphasizing on auto industry, information technology, and service media, and forming unique regional characteristics. Students in Nanjing Institute of Industry Technology are basically from Jiangsu province and work there after graduation. Therefore, higher vocational technological education is the product of forming and developing regional economy. Higher vocational graduates are mostly serving local economy.

2.2 The Imbalance of Social Economic and Technological Development ----- Environmental Elements Guide the Employment Trend of Graduates

In China, the regional economy develops in imbalance. There are still larger economic distance between cities and rural areas, seaside and inland, eastern area and western area. The imbalanced development will be reflected by higher education inevitably. In Beijing and Tianjin, Yangtze River Delta, and Pearl River Delta, social technological economy develops fast, so do higher vocational technological education. Its scale, quantity, and quality are rising quickly. Nanjing Institute of Industry Technology, as a school that has passed some important national evaluation, gains more attentions from enterprises in Shanghai, Nanjing, Suzhou, Wuxi, and Changzhou. Shanghai, Nanjing, Suzhou, Wuxi, and Changzhou have strong economic powers, where the economic growth is fast, and the demand for talents is strong, and amounts of jobs are available for graduates. The ideal national, social, economic, and technological conditions in these areas also attract higher vocational graduates. It displays a prosperous scene for both economic development and graduates employment.

2.3 The Urban-rural Dualistic System ----- Institutional Defects Affect Employment Trend of Graduates

First of all, it is the household registration system. In China, the household registration system associates closely with many social welfare and equity, such as labor employment, medical insurance, residential allowance, unemployment insurance, and retirement. All of them influence individuals' future explicit and implicit profits. Today, to reform the household registration system faces many barriers. If a graduate chooses to work in rural area, he or she will never come back to cities easily. The government at all levels must think over and work on this issue: pursue social fairness and offer equal chances for graduates.

Secondly, it is the filing system. In China, personal files are very important in work transfer, talent selection, and professional evaluation (Leping Yuan & Zhaojun Wang, 2006). If a graduate lowers the expectation for employment and chooses to work in western area, rural area, or undeveloped area, as he or she wants to quit and get a new job, this kind of area may try to keep him or her by all means, such as locking the files, due to the lack of talents. The social management of files is still at the initial stage. A lot of considerations should focus on the effect of talent exchange centers in cities, and the standardization and simplification of procedures.

2.4 The Difference of Family Background ----- Poverty Restrains the Employment Trend of Graduates

Data from the Ministry of Education show that 20% of college students are poverty stricken students, and 5-8% extremely poverty stricken students. Due to the difference of family background, these college students are in a relatively disadvantage status in the competition for employment. Because of economic problems, many poverty stricken students feel pressure from expenses in resume materials, telephones, transportations, accommodation, and relationships. Furthermore, they even give up job chances from other provinces or areas. They merely show in local talent exchange centers.

2.5 The Narrow Employment View ----- Fixed Thinking Shortens the Employment Space

Quite a lot college graduates and parents lock in large cities and developed areas, large agencies, and large enterprises. In 2010, Nanjing and Suzhou took the most of graduates in Jiangsu province. Local graduates in Nanjing city are beyond thirty thousand. And about sixty thousand graduates were employed in Nanjing in 2010. More and more graduates choose to wait in front of big cities and large enterprises. Abnormal fixed thinking narrows the employment space.

3. Countermeasures for Employment Trend of Higher Vocational Graduates

3.1 Research the Development of Regional Economy and Grasp the Trend of Graduate Employment Market

Being employment-oriented, there are two different thoughts: one is the micro operation, namely the so-called

“order” education. Its direct effect is to realize the full employment of graduates, avoiding the waste of educational resource. However, it is unpractical for an enterprise “ordering” dozens of students. The “order” education can be a mode but not a must. Otherwise, it may lead to some “fake” activities of colleges. The other is to master the development trend of market in a macro way. By means of scientific methods, acquire the law of changing demand of market for talents, and adjust the distribution of educational resources in colleges with super sensitiveness. Then, as the market demand rises, we can find sufficient talents in stock. As the market demand shrinks, we can change the type and the quality of talent cultivation.

Therefore, the employment-oriented higher vocational education is, by means of scientific methods, to maintain the relative balance between the quality and quantity of graduates in supply and the social demand for talents.

3.2 *The Government Should Work for Creating a Favorable Environment for the Flow of Graduates*

In recent years, the wide western area and primary level are in a serious shortage for talents in China. However, there is a talent surplus in seaside area and big cities. Therefore, the government at all levels should continue to deepen the reform of institution, especially in fields of household system and filling system. The details for practical operations should be simple and short, reducing the institutional barriers for the flow of labors.

3.3 *Catch Up with the Changes of Demand for Talents in Newly-developed Industrial Zones and Balance the Demand for Talents*

Recently, Jiangsu province, locating in Yangtze River Delta, grasps the beneficial timing for structural reengineering, focusing on the information. Take the adjustment of industrial structure as the core and perform a strategic adjustment on economic structure. Here, Suzhou, Wuxi, and Changzhou in Jiangsu province develop fast, attracting amounts of graduates, such as Suzhou Industrial Zone, Kunshan Industrial Zone, etc. However, during the transferring period from the growth to the maturity, the demand for talents is shrinking. Except high-tech talents who are valuable for local important industries and local graduates who possess some local relationships, normal graduates who are from other areas face competition pressure in employment. Therefore, we should especially focus on the changes of demands for talents in newly-developed industrial zones. Presently, develop the employment market in Nanjing and area around Yangtze River, recommending excellent graduates for these areas.

3.4 *Update Employment Idea and Break the Regional Limit for Employment*

China is an agricultural country. Traits of dual economy are evident. The development between cities and countries, eastern area and western area, seaside and inland, is far from balance. Rural economy, handcraft economy, industrial economy, high-tech and information technology economy coexist. The vocational education should satisfy the need of China in perspective of globalization, serving the new industry and traditional industry, the east and the west (Qidi Wu, 2002).

From a wide angle, region is non-absolute, and overlapping. The multiple nature of region determines the wide region served by vocational education. The higher vocational colleges in Nanjing mean to serve the economic construction of Nanjing and Jiangsu. They should take the transportation, the regional advantage, and the dominant industry into consideration, adjust themselves with initiatives, offer human resource guaranty for the adjustment of industrial structure, and supplying intelligent support and talent service.

Break the regional limit for employment. Higher vocational colleges should not only train talents in urgent needs for the development of regional economy, but, the more important, prepare sufficient human resources for the transformation of regional economy and the trans-development. Therefore, higher vocational colleges must build an educating philosophy of “using technologies of tomorrow, training students of today, and serving the future”, realizing the long-term development by serving the regional economic development.

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